LEO BURNETT U.S.A.
Ad No. 138—Taylorman—National—Req. No. 8823-6—Page, 4/c—10 x 12½"—Nap. Supplements, 1978 (A)
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Parliament. The recessed filter cigarette.

It works like a cigarette holder works.

1. Playboy yachtsman Virgil Watts never got the hang of navigation, but he did hang onto his cigarette holder. So while he never knew his stern from his stern, Virgil knew he was getting cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed away from your lips. So you taste only rich, clean tobacco flavor. It's our way of keeping the taste shipshape.

Kings: 15 mg "tar," 0.9 mg. nicotine
100's: 18 mg "tar," 1.2 mg. nicotine
av. per cigarette, FTC Report Mar. '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health

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